**Job Description**

**Digital Arts and Marketing Manager**

Permanent, full time, Monday to Friday

Reporting to: Head of Exhibitions and Learning Programmes

**About the role**

The Digital Arts and Marketing Manager delivers cross-channel marketing campaigns, contributing to Jupiter Artland’s overall communications, sales and audience engagement objectives.

The post-holders devises and creates engaging content for Jupiter Artland’s social media channels, which have an exceptional following locally and internationally. A key part of the role is website management, ensuring content is fresh, attractive and that the e-commerce functionality of the website is maintained and continuously improved.

This post works across the full breath of Jupiter’s programme: Exhibitions, Festivals, Events, Visitor Services and Learning and reports to the Head of Exhibitions and Learning Programmes.

**Key Responsibilities**

* Content Creation: Contribute creatively to the curation of online content, taking a lead on planning, layout, design and maintenance of Jupiter’s websites, with support of Heads of Dept.
* To design engaging social media content, to engage in daily conversations on social media platforms, tracking conversion to sales and growing Jupiter’s profile within the sector
* To proactively web-edit, ensuring the best possible user-journey for our online audiences up to point-of-purchase
* To lead on commissioning film, photography and other content for distribution online, increasing our network of freelance providers, effectively managing the editing process and achieving value for money, to manage the uploading, archiving and captioning of our film and photograph assets
* To provide weekly analytical reports on website and social media, reporting audience growth and sales figures to Heads of Dept.
* To build a year-round content calendar for Jupiter Artland’s departments Art, Learning, Commercial and Festival, coordinating the production of marketing material and ensuring its delivery on-time and on-budget
* To produce on-site signage, artwork information and visitor information
* Press: To support Head of Exhibitions on drafting copy, preparing images and caption sheets, as required
* To communicate with press, recruiting press opportunities with local and national journalists and press photographers
* To coordinate press trips and VIP visits
* To assist in coordination of significant Jupiter Artland events, such as exhibition openings, as required
* To assist in coordination of Jupiter Rising, the bi-annual music and art festival at Jupiter Artland, including press, marketing, tickets sales and website as part of the festival team
* To assist in coordination of JUPITER+, Jupiter’s new off-site commissioning programme, a bold new art and creative learning programme taking place across Scotland
* To work with the Learning Team to design engaging learning resources
* To work with local cultural partners and tourism bodies on development of joint marketing initatives that promote Jupiter as a key arts venue, learning foundation and tourist destination
* To plug into the cultural ecology of Edinburgh, and Scotland more broadly, coordinating with our key partners in Edinburgh Art Festival
* Undertake any other duties reasonably required by the Director

**Person specification**

* Experience of web editing and online content management systems
* Experience using a range of different social media channels in a professional capacity
* Experience of Adobe Creative suite, including Indesign and Photoshop
* Excellent spoken and written English. Good eye for detail working with images and with texts.
* A flexible approach, with creative problem-solving skills.
* Willingness to learn and be an active member of the Jupiter Artland team, supporting colleagues on ad hoc tasks when required.
* Full driving licence highly desireable